

Communication, Wayfinding, and Safety

Strengths

Identity: The Esplanade and its features—notably the Hatch Shell—are iconic Boston landmarks; charity walks and the Fourth of July draw attention to the park; social activities represent a marketing and branding opportunity

Location: Several MBTA stations are located nearby; park is visible from roadways (Storrow and Memorial Drives)

Hotels send tourists to the Esplanade

Nancy Seasholes book provides guided walks to and from the Esplanade

Weaknesses

Facilities and structures: Lack of restrooms; crumbling infrastructure

Park management: Budget and staff capacity is insufficient to manage wayfinding and safety; design process and review is cumbersome; marketing and maintenance budget is needed

Pathways: Speed of bicycles and rollerbladers relative to pedestrians; limited shoveling in winter; pathway lanes are unclear; conflict of user-groups on paths; better access to Esplanade via public transit

Safety: Lighting and sense of safety are weak; insufficient in-park staff; limited police call boxes; homeless population in the park

Signage: Lack of overall planning and consistency for signage; no directions to public restrooms; lack of directions to park from T; no directions to/from the pedestrian bridges; no information at monuments; lack of an overall map of the Esplanade

Opportunities

Communication: Better online presence, including inter-agency websites; the iconography of the Esplanade should be capitalized upon; kiosks in the park would allow the sharing of park-related community information; an audio-guide, voicemail recording,

or podcast about the history of the park would enhance its perceived historic and cultural value

Signage: Maps should be created—both for print out, large format display, and web access—and must be multilingual; directional signage outside of the Esplanade (downtown) would bring more people to the park; bridges and overpasses are logical locations for information and orientation signage; mileage markers would benefit pathway users

A broader state police presence would enhance safety

Access for those with disabilities must be improved

Water taxi access would enhance transportation options

Corporate sponsors would bring revenue into the park